What is Claimed is:

1. A method for providing a graduated revenue stream to recommenders of at least one of products and services (P/S) comprising the steps of

(a) providing a central site that provides information and permits purchasing with regard to at least one of products and services (P/S);

(b) determining whether a customer query/purchase is based on a recommendation;

(c) providing the customer query/purchasing with one of:

(i) a base price if the query/purchase in step (b) is not based on a recommendation; and

(ii) a base price plus adding of an incremental value i to the base price if there has been a recommendation; and

(d) paying a percentage of the incremental value i to a first recommender R1.

2. The method according to claim 1, wherein there are a plurality of successive recommenders for a product/service purchased by purchaser P, wherein the purchaser P pays the lowest incremental value i in addition to the base price

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regardless of a position of the plurality of recommenders, and each one of the plurality of successive recomenders receives an equal percentage of the incremental value *i.*

3. The method according to claim 1, wherein there are a plurality of successive recommenders, and wherein a latest recommender is paid a largest percentage of incremental value i and each previous recommender is paid a percentage of the percentage paid to the latest recommender.

4. The method according to claim 3, wherein the first recommender receives a percentage of the percentage of all recommendations made by successive recommenders.

5. The method according to claim 1, wherein when no recommendation has been made in step (c), defining P as the first recommender R1 in a new branch for the (P/S).

6. The method according to claim 1 wherein the central site provided in step (a) comprises a website.

7. The method according to claim 3, wherein the plurality of recommendations are posted on a website.

8.   The method according to claim 3, wherein the recommendations are emailed to the customer.

9.   The method according to claim 8, wherein the email message contains hypertext which provides identifying information about the recommender to the central site when the customer queries/purchases a P/S.

10.   The method according to claim 3, wherein the incremental value added to the base price is based on a count of purchases of the P/S by a particular group of the plurality of recommenders.

11.   The method according to Claim 6, wherein the (P/S) comprises music.

12.   The method according to Claim 6, wherein the P/S comprises movies.

13.   The method according to claim 7, wherein the plurality of recommendations are categorized by at least one of price, and type of P/S.

14. The method according to claim 7, wherein the plurality of recommendations are categorized by qualitative ratings by the recommenders.

15. The method according to claim 13, wherein the P/S is categorized by one of artist, group name, and recording label.

16. The method according to claim 1, wherein the P/S is downloaded to the customer via the central site.

17. The method according to claim 1, wherein the incremental value i is increased according to predetermined thresholds.

18. The method according to claim 17, wherein the predetermined threshold comprises number of sales.

19. The method according to claim 17, wherein when a particular P/S is not specifically recommended but is part of a predetermined category, the incremental amount i paid to a recommender is less than if the P/S were specifically recommended.

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20. The method according to claim 7, further comprising providing customer query of recommenders having a highest correlation of recommendations for popular P/S, wherein popularity is defined by predetermined commercial thresholds.

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